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7.5. ИНОСТРАННАЯ ФИЛОЛОГИЯ

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THE CASES OF DISREGARDING THE LANGUAGE NORMS IN VISUAL INFORMATION REPRESENTATION

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Modern developments, global changes are influencing every nation, every country and every city. We, our habits, our lifestyle are undergoing modifications. The usage of light, eye-catching advertisements, bright and colourful shop names is also becoming one of the inseparable parts of our daily life. Researching these types of visual information is the main purpose of our researching work.

Our research is mainly focused on the issues of language policy implementation in Kazakhstan. Language policy is inseparable part of country's national policy; the system of acts directed to influence the functional and constructional part of the language [Avroryn 1975: 276]. Another definition claims that 'Language policy is the system of theoretical concepts and governmental legislative acts directed to have an impact on the state image of language' [Isaev 2001: 196]. Kazakh linguist E.D.Suleimenova represents Language policy as 'an inalienable part of national, social and cultural policy of any government, which is scientifically well founded guide for operating language/languages' [Suleimenova 2011: 117]. Thus, the main principles of language policy are introduced by the Law of the Republic of Kazakhstan on languages [Law on languages 2005: 5-12].

For our research, we have chosen the capital city Astana, which is the economical, cultural and commercial centre of Kazakhstan. The city's economy is based on trade, industrial production, transport, communication and construction. Accordingly, many people, from different cities came to this city seeking for job or to admire the beautiful skyscrapers, thus, the qualified visual aids serve as one of the crucial factors in creating the city's image.

Nowadays, it is not difficult to see different shop headings, persuasive boards outside – we are surrounded by those advertisements. Visual information, such as advertisements, can be a very powerful tool to enhance the impact on ordinary people to buy the product or to catch their eyes, also the informative papers, announcements of the most popular public places (bus stops, shops, cinemas, streets and others) were taken into account. Another direction of our research is the shop names. The shop names play an important part for any commercial organization. Besides its attractive colours, they must be done in accordance with our Law on Language. For further studying, this Law was thoroughly researched and the most striking points connected with the representation of visual information were revealed and analysed.

We carried out an interview to define peoples' attitudes and behaviour to the visual texts and the forms of their representation in public places. For the question 'Do those attractive papers obey all the requirements that government demands?', we have got one answer: not all rules are obeyed and despite of the painstaking work of governmental departments against those mistakes, the

abundance of low-breaking cases can still be observed. According to our statistics, we have divided those mistakes into 2 groups:

- 1) The orthographical mistakes in words;
- 2) The cases of disregard of the Law on Languages.

Despite the fact that Kazakh is a national language of our country, mostly, orthographical mistakes are made in Kazakh words. They are mistakes in words with native Kazakh letters (ә, і, Һ, Ғ, Ү, Ұ, К, Ө).

Our country is a peaceful family of different nations. That is why, for more accessible information on shop names there can be used several languages. According to the article 21 (Language of requisites and visual information) of the chapter 4 (language in the names of inhabited locations, proper names, visual information) from Law of the Republic of Kazakhstan on Languages the placements of the languages must be managed on their fixed places. In most cases this law is broken. For instance, the fixed order of languages are changed or the cases of the absence of definitions in national language.

For further investigations, there was held a public questionnaire in order to determine the opinions and positions of our young people. Such questions as:

- 1) Do you usually pay attention to the visual information (advertisements, visual aide) on your road to home or to the university?
- 2) Have you ever noticed the cases of mistakes (orthographical, word order) on those visual information?
- 3) Are you satisfied with the quality of visual advertisements?
- 4) What are your actions when you see such mistakes?
- 5) In what language are those mistakes?
- 6) What do you think, what is the reason of the presence of such mistakes?

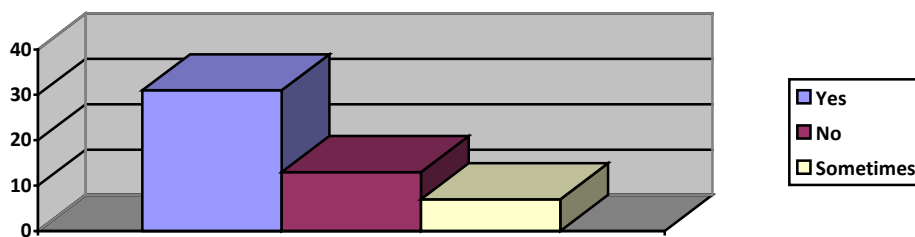
There were questioned the youth aged between 18-25. According to this questionnaire most youth are worried about this crucial problem. Some of these respondents offered their own way of solving these crucial issues of the day.

The questionnaire was held in 3 exact ways, which are interviewing, written and distance. The table below shows the number of respondents for each type.

Type of questionnaire	Number of respondents	Sex	
		male	femal e
Interviewing	15	5	10
Written	21	5	16
Distance	15	7	8

For the first question ‘Do you usually pay attention to the visual information (advertisements, visual aide) on your road to home or to the university?’ the answers were as followings: ‘Yes’ – 36, ‘No’ – 10, ‘Only when it’s necessary for me’ – 3, ‘Only when I have time’ – 2. According to this figures, it is clear that most of the respondents do pay attention on advertisements, visual information. It is very important for further investigations, on the grounds that if a lot of people pay attention on visual aide, it will definitely influence the quality of these advertisements.

For the following question ‘Have you ever noticed the cases of mistakes (orthographical, word order) on those visual information?’, the results are followings:



According to this graph, the participants of the questionnaire, in most situations, notice the mistakes. That means the abundance of those mistakes and the importance of researches towards this direction against the occurrence such disregarding.

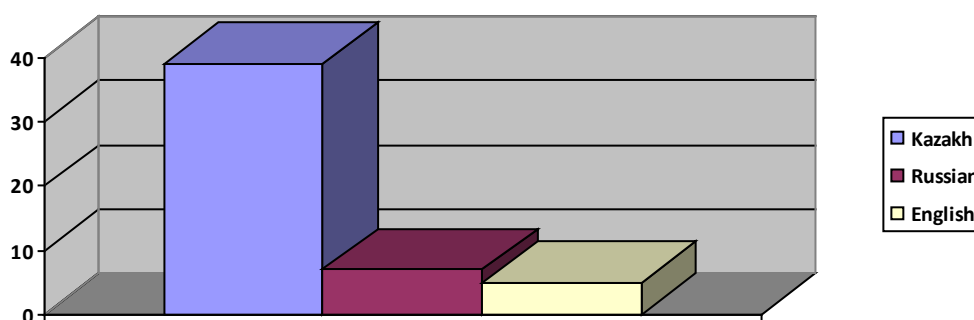
For the third question 'Are you satisfied with the quality of visual advertisements?', respondents' answers were followings: 'Yes' – 17, 'No' – 21, 'Sometimes' – 8, 'Not so much' – 5. Respondents explained the dissatisfaction by the occurrence of mistakes (mostly in Kazakh language). According to these figures, the quality of advertisements of Astana city, the orthographical mistakes, mistakes in word order are always in people's attention. Respondents show their willingness for government to deal with those mistakes and to take measures.

The answers for the next question 'What are your actions when you see such mistakes?' are illustrated following way:

1. Take a picture and send to friends on the internet - 6
2. Being angry - 22
3. Correct the mistake myself - 5
4. Just walk away - 11
5. Nothing, we can do nothing – 9

According to these answers, most respondents are angry when they see such mistakes, which show their attitude, that they are not indifferent. The indifference of (Just walk away - 11) some respondents shows not only the disinterestedness in advertisement, but also the disinterestedness in that language. 9 respondents gave the answer: 'We can do nothing'. It shows that our youth do not know their rights and how to act in such situations, which may lead to legal illiteracy. In our globalized world, the internet is a major tool for spreading information immediately. The presence of the answer 'Take a picture and send to friends on the internet' is another good feature for coping with these mistakes.

Most respondents answered the question 'In what language are those mistakes?' with sadness and anger that the mistakes are in Kazakh language, but also, there were different answers:



It is the evidence that most mistakes are in Kazakh, but there are several cases of mistakes in Russian and English languages. To find ant mistake, people must have knowledge. According to this questionnaire, respondents show their knowledge of foreign languages.

For the last question 'What do you think, what is the reason of the presence of such mistakes?', there were different answers (some respondents gave several reasons):

- 1) The illiteracy of those languages - 39
- 2) Irresponsibility of advertisement makers - 22

- 3) The lack of control over advertisement makers from the side of the government - 14
- 4) Disrespect for the language - 9
- 5) Inattentiveness - 12
- 6) Hastiness - 4
- 7) I do not know - 6

By touching this important, for today, problem our researching paper is directed to finding the effective ways of solving this problem and proposing our own methods of dealing with this problem. Our proposition:

- 1) To organize a special organization for indicating the cases of disregarding;
- 2) To organize several groups of volunteers for finding the mistakes;
- 3) To use the system of fine for those who did not follow the admonitions;
- 4) To enrich the knowledge of entrepreneurs of the Law on languages of the RK

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ҚАЗАҚ ЛИНГВОМӘДЕНИЕТІНДЕГІ ӘЙЕЛ ОБРАЗЫНЫҢ МАҚАЛДАРДАҒЫ КӨРІНІСІ

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Қазіргі кезде бұқаралық ақпарат құралдары мен орыс тіліндегі мақал-мәтелдер мен нақыл сөздердің қолданысын жандандыру - көптеген зерттеушілерді аңғартатын құбылыс. Әлбетте, мақал- мәтелдер ғасырдан-ғасырға, ауыздан-ауызға таралып, ұрпақтан-ұрпаққа жеткен - халық даналығының қазына байлығы. Тоқсан ауыз сөздің тобықтай түйінін шешіп,өзіндік ерекшелігімен танылған тәрбиелік маңызы зор асыл мұрамыз. Мақал-мәтелдерді оқи отырып, әр халықтың өзіндік өмір сүру дағдыларын, салт-дәстүрі мен тарихын біле аламыз.

Қазақтың мақал-мәтелдері - көркем әдебиетте сөздің әрін келтіретін, асқан шеберлік пен тапқырлықтың жемісі көрінетін әдемі форма. Өйткені бұл - бір ғасырдың түйіні емес, мол тәжірибенің жиынтығы мен өмірде көрген-білгендердің қорытындысы, ақыл-ой түйіндісі. **А.Байтұрсынұлы:«Мақал да тақпаққа жақын салт-санасына сәйкес айтылған пікірлер. Тақпақтан гөрі мақал маңызы шын келеді. Мәтел дегеніміз - кесегімен айтылатын белгілі сөздер. Мәтел мақалға жақын болады. Бірақ мақал тәжірибеден шыққан ақиқат түрінде айтылады. Мәтел ақиқат жағын қарамай, әдетті сөз есебінде айтылады»**[1,112 б.],— деп көрсеткен болатын. Қазақ мақалдары ХІХ ғасырда-ақ еуропа халықтарына мәлім бола бастаған. Әдемі, сұлу сөйлеуге құштарлық мақал мен мәтелді орынды жерде пайдалануға байланысты. **“Мақалды тудырушы – еңбекші халық. Ол халық данышпандығының алтын қазынасы”,** - дейді атақты қазақ фольклористика ғылымының білгірі профессор **Мәлік Ғабдуллин** [2,332б]. Мақал-мәтелдер негізінен халық аузындан-